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Coker's
PEDIGREED TOBACCO
Seed

1944



Season

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.

PLANNING THE 1944 TOBACCO CROP



GEORGE J. WILDS, *President*
Coker's Pedigreed Seed Co.

We are told by Dr. J. B. Hutson, Associate Administrator of War Food Administration, that cigarette consumption in this country has increased 13%; stocks held in the United States for British manufacturers are low; there is an expanding demand for cigarettes by our armed forces; there is need for increased acreages to take care of these additional demands; and that the size of this increase will depend in part on fertilizer and labor available.

In light of these conditions, we feel that it is the patriotic duty of all of us who are tobacco farmers to first balance our farming operations so as to take care of all our home needs of fresh vegetables, canned vegetables, chickens, eggs, pork, milk, butter—the total food and feed requirements of our family and livestock as nearly as possible; then to so handle our allotted acreage of tobacco as to produce the best possible crop in both quality and poundage.

We can feel assured of a fair price, and, if we utilize our land, fertilizer and labor intelligently, should make a profitable crop, and, at the same time, have the satisfaction of knowing that our product is making a worthwhile contribution to our country's war effort.

We are pleased to be able to offer to growers for planting, highly bred seed of tobaccos, in which uniform quality has been obtained through many generations of inbreeding. In accurately conducted tests, those lines that combine high production with this superior quality have been segregated and increased. Description of these varieties, together with breeding processes, are described in the following pages of this catalog.

A stylized, cursive signature of George J. Wilds.

Coker's Pedigreed **MAMMOTH GOLD**

STRAIN 6

Coker's Mammoth Gold Strain 6 results from thirteen years of scientific breeding and testing. Coming from a cross of Gold Dollar and Yellow Mammoth, it combines the best characters of each—the excellent quality, color and wide adaptability of Gold Dollar and the heavy yield and desirable type of Yellow Mammoth.

Coker's Mammoth Gold produces most pounds per acre of any of our varieties and under normal conditions makes a high average quality of cigarette tobacco. This feature is especially desirable under present marketing conditions when the differential between grades is small and where most pounds per acre of cigarette tobacco mean most dollars per acre. Strain 6 comes from the best plants of Mammoth Gold Strain 5 and we consider it a desirable variety for all except the heaviest types of tobacco soil in the flue-cured belt.

DESCRIPTION

Weight: The best of the high quality cigarette types which we have bred or tested.

Curing: Easiest to cure of all our pedigreed varieties. Holds its color better than other varieties and cures out to a rich lemon color.

Leaf: Long, rather broad; rounding out to a good tip.

Stalk: The stalks are medium to tall and the leaves are well spaced admitting ample sunlight.

Texture: The best. Waste or trash less than 10% with fair seasons and proper handling.

Disease Resistance: Best of any strain or variety we have offered.

Season: Matures a week to ten days earlier than most other varieties.

PRICES: \$2.00 per oz.; \$14.00 per half pound; \$26.00 per pound, postpaid.

Representative plant of Coker's Mammoth Gold tobacco.



Photograph above shows our tobacco breeders

Coker's Pedigreed **YELLOW MAMMOTH**

Coker's Yellow Mammoth is a desirable bright tobacco which has been gaining in popularity in many sections of the bright belt because of the satisfactory results it has given. It is especially well suited for medium to heavy sandy loam soils.

Coker's Yellow Mammoth combines good weight with quality, has medium long leaves, broad and filled out at tip—well spaced and of uniform ripening. It cures out a dark lemon or bright orange with minimum of blue butts.

It is important that care be taken in seeing that this tobacco is fully ripe before gathering instead of merely yellow—which is characteristic of the growth of Yellow Mammoth.

PRICES: \$1.00 per oz.; \$7.00 per half pound; \$13.00 per pound, postpaid.



pruning seed heads in one of our tobacco seed fields.

Coker's Pedigreed VA. BRIGHT LEAF

Virginia Bright Leaf, as its name indicates, is a bright cigarette type and a popular variety. It grows a leaf of superior quality but fewer pounds per acre than some of our other varieties.

This tobacco has made a good record in the eastern section of the flue-cured belt and has done especially well on medium to lighter grades of tobacco soil. The quality and yield of Virginia Bright Leaf has been greatly improved by our breeders since we began working with it in 1928. This year's strain cures to a good lemon color except when planted on heavier clay soils. The fibers in the leaves are smaller and a more uniform ripening has reduced blue butts to a minimum.

PRICES: \$1.00 per oz.; \$7.00 per half pound; \$13.00 per pound, postpaid.

Coker's Pedigreed GOLD DOLLAR

STRAIN 14

Coker's Gold Dollar is perhaps the most widely planted variety in the flue cured belt and has added many millions of dollars to the value of the crop, which is evidence of its performance and dependability.

Our best recommendation of Gold Dollar Strain 14 is that it is a pure line selection which has all the good Gold Dollar qualities that fifteen years of scientific breeding and an expert knowledge of tobacco can combine. This variety has been inbred for more than a dozen generations in order to maintain and improve its good qualities and to furnish our customers with a dependable, uniform and safe cigarette tobacco.

DESCRIPTION

Weight: Among the best of high quality cigarette types.

Curing: Easy to cure, very few blue butts.

Texture: Excellent.

Stalk: Medium to tall; leaves well spaced, admitting maximum sunlight and insuring uniform ripening.

Leaf: Long, rather broad; fills out to a good tip.

Uniformity: Probably the most outstanding characteristic of this tobacco. Resulting from long years of inbreeding and selection, Gold Dollar Strain 14 is remarkably uniform in size and shape of leaf, height of plant and time of ripening.

Waste or Trash: Minimum, less than 10% with fair seasons and proper handling.

Adaptability: Will give good results on practically every type of tobacco soil in the flue-cured belt from Virginia to Florida.

Gathering: Can be left longer in the field after yellowing with less burning than many other varieties.

PRICES: \$1.00 per oz.; \$7.00 per half pound; \$13.00 per pound, postpaid.

Isolated seed field of Coker's Gold Dollar tobacco.



Coker's Pedigreed **JAMAICA WRAPPER**

Our Pedigreed Jamaica Wrapper is a distinct improvement on the general strain and our breeding work on this variety dates back to 1928. In our variety test that year, Jamaica Wrapper led its nearest competitor by \$74.49 per acre and Coker's Pedigreed Jamaica Wrapper is a product of 15 years scientific breeding and selection from that stock. The leaves are long, rather broad, well spaced, insuring uniform ripening, less inclined to disease and cures a bright yellow.

Our Jamaica Wrapper has a finer texture and cures a more uniform color on both sides of the leaf than its parent strain.



PRICES: 85 cents per oz.; \$6.00 per half pound; \$11.00 per pound, postpaid.

Coker's Pedigreed **BONANZA**

Coker's Pedigreed Bonanza is an excellent tobacco of medium size with well spaced leaves. On sandy loam soils—the type for which it is especially well suited—it usually combines good weight with quality. The Bonanza on which we began our breeding work in 1928 was a fair cigarette type but had a tendency towards a red color. This undesirable feature has been largely eliminated. The leaves are long and of medium width—quite different from the old narrow leaf type we started with—and cures easily to a good orange color.

Coker's Pedigreed Bonanza is popular in the bright belt of Florida where it has made a splendid record. It is also successfully planted in certain sections of Georgia and South Carolina.



PRICES: 85 cents per oz., \$6.00 per half pound; \$11.00 per pound, postpaid.

CAUTION: Growers of Coker's Mammoth Gold, Gold Dollar, Yellow Mammoth and Jamaica Wrapper are cautioned to permit these varieties to ripen fully before gathering. When the tobacco leaf is fully ripe and ready to pull, all of the veins and fibers will show a white or transparent color when the leaf is examined looking toward the sun. These varieties usually require a slightly longer yellowing period during the process of curing.

SELECTED 401

The Selected 401 tobacco seed which we offer are grown from seed stock bred and furnished us by North Carolina Tobacco Experiment Station, Oxford, N. C. Following is a description of this variety sent us by the breeders:

"The 401 variety of tobacco is a cross between Cash and No. 400. It is a rather broad leaf type with well shaped leaves somewhat more pointed than the 400. The bottom leaves are well developed, thereby producing good yields of high quality primings. The total yield is somewhat larger than most of the standard varieties. It is well adapted to most soils in the flue-cured area; easily cured; medium early maturity."



PRICES: \$1.00 per oz.; \$7.00 per half pound; \$13.00 per pound, postpaid.

Seed plant of 401 Tobacco growing at North Carolina Tobacco Experiment Station, Oxford, N. C.



TOBACCO BREEDING

The following series of pictures illustrate an important phase of our tobacco seed breeding program and helps explain why we have been able to make steady progress in our efforts to produce for our customers, better and more profitable cigarette-type varieties and strains.

Each year thousands of outstanding individual plants are selected, bagged and the leaves of each plant cured and appraised to determine their value. This is a continuing process of selecting

the best from the best, year after year, and of proving the worth of those showing greatest promise through carefully conducted plant-to-row and variety tests, where they are grown in competition with other leading strains. This is the procedure we have followed since our tobacco program was begun in 1928 and the only seed which we offer are those which we, ourselves, grow on our own farms under the personal supervision of our tobacco experts.



1 Every year in our breeding fields of each variety, outstanding plants are selected based on type, size, spacing and quality of leaves, plant development and general appearance.

3 Strong paper bags are carefully tied on the pruned seed heads.



2 Before heads of selected plants are bagged to prevent cross breeding, all flowers which have opened or matured are carefully removed as these may have been cross pollinated with other plants.

4 A breeding field after bagging has been completed.





5 Bags are frequently moved up to permit normal growth of seed heads and for examining seed pods for possible insect damage.



6 Bud worms are removed by vigorous shaking of seed heads.



7 Poison bait made up of a mixture of one pound of Lead Arsenate to forty pounds of Corn Meal is used for bud worm control.

11 Ripe leaves from selected plants tagged and strung up ready for curing.



12 Bringing out stick of cured leaves.





8 Bags must be promptly replaced if damaged by heavy rains or windstorms.



9 Selected plants are given breeding number and tagged for prompt identification.



10 As the leaves ripen, they are gathered and tagged with varietal name and plant number.

13 All curings of leaves from selected plants are assembled in plant lots and carefully checked by tobacco experts for color, quality and value.

14 After accurate evaluation of all plants has been made, only the few best of these are saved which show highest quality, best texture, desirable weight and greatest money value. The seed of these are increased as the new strain of this variety.





Mr. E. Y. Floyd, State Administrative Officer for North Carolina AAA, on left, and Mr. J. B. Hutson, President, Commodity Credit Corporation, and Associate War Food Administrator, on right, examining a plant selection in one of our tobacco disease breeding plots. Our tobacco disease specialist, Dr. C. H. Rogers, is shown in center.

More Tobacco For 1944

Associate Administrator J. B. Hutson, War Food Administration, climaxed his recent speech at a meeting of the North Carolina Farm Bureau Federation in Greenville by saying:

"Stocks of tobacco held for the British manufacturers have now reached a low point and it is necessary this season to make normal purchases again for the British trade. It will probably be necessary to make normal purchases again next season. *Cigarette consumption in this country has increased nearly 13 per cent during the past twelve months.* This figure does not include the tremendously expanding demand for cigarettes by the armed forces. In order to take care of this increased demand, it will be necessary to increase the flue-cured tobacco acreage next year. The size of the increase will depend in part on the fertilizer and labor available."

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